





Figure 2.

Single firm A uses electronic commerce web site host computer to negotiate directly with single supplier Firm B the details of the transaction contract.

150



Multiple sellers and multiple buyers from multiple industrial sectors use electronic commerce web site as communication medium to post fixed price offerings and fixed quantities offerings.

152



Multiple sellers and multiple buyers from multiple industrial sectors offer bids and quotes for variable quantities using the electronic web site computer to facilitate market exchanges.

154



Multiple sellers and multiple buyers from multiple industrial sectors use the electronic web site host computer to facilitate auction exchanges, meeting either in real time auctions, or meeting asynchronously to post bids on variable quantities.

156

Figure 3.